

PROPOSITION 10 FUNDING AWARDED

Over \$5 Million to the Community by 2005

The Shasta Children and Families First Commission has concluded its first round of grant awards. In this first year of funding, \$1.7 million will be distributed to Shasta County programs and services devoted to the healthy development of young children, prenatal to five years of age, and their families. Seven awards were approved for community-based and parent driven projects, and seventeen awards were approved for the development of direct professional services. The Shasta Commission intends to commit nearly \$5.7 million to these projects over a four-year period.

Proposition 10 was enacted by California voters in November 1998, creating the *California Children and Families* program. Prop 10 revenues are generated from a state tax on tobacco products to fund the expansion and development of programs for children in the prenatal stage to five years of age. Shasta County receives approximately \$1.8 million annually in Prop 10 revenues.

Says Muffy Berryhill, Executive Director of the Shasta Commission, "We are excited to respond to the community's interests and needs. What we do now with young children and their families is an investment in our community. In partnering with the community, Shasta Children and Families First is helping to build a foundation of activities and services that place high value on early childhood development and learning. Our efforts are focused on prevention and early intervention to ensure all children are healthy and ready to learn."

According to Berryhill, "These awards reflect the interests and needs of children prenatal to four as identified by the community and defined in the SCFFC *Strategic Plan*." The *Strategic Plan*, adopted by the Commission in Fall 2000, was the result of six months of community-based research. Parents and service providers were invited to offer insights into what might be done to support the early years of life most critical to brain growth and development. The *Strategic Plan* and these first grant awards respond to that research.

An enormous amount of care has gone into this grant award process. A review team, representing a cross section of the county both geographically and professionally, was assembled to score proposals and make suggestions for funding to the Commission. Grant awards for "Grassroots" proposals were approved by the Commission on July 25th and awards for "Direct Services" proposals were approved on July 31, 2001.

This first year of grant funding supports the following programs and services in Shasta County. Programs are funded for one, two, three or four year periods.

No. Years	Grant Recipient	Project	1st Year \$ Awarded
2	Acorn Community Enterprises	Healthy Habits - Obesity and anemia screening, family support.	\$72,030
1	Big Bend Community Parents	Big Bend Community Park - New playground.	\$44,962
1	Big Bend Healthy Start	Tip Top Tots - Cooking class (nutrition) and swim activities.	\$9,300
2	Castle Rock UESD	Early Literacy for Families - Lending library.	\$17,301

2	City of Shasta Lake	Play Parks for Young Children - Two parks with age appropriate equipment.	\$100,000
2	Cottonwood Partnership Action Council	Cottonwood Cares for Kids - New playground and family literacy program.	\$51,450
2	Family Service Agency	Great Beginnings - home visiting program.	\$110,000
3	Mayers Memorial Hospital	Breastfeeding Resource Center - Class, support group, and resources.	\$39,947
4	Mercy Foundation North/Breastfeeding Coalition	Breastfeeding Resource Center	\$150,000
2	Mercy Foundation North	Neonatal Intensive Care Unit Developmental Care Team	\$162,869
2	Motherpeace Circle/Acorn Community Enterprises	The Rocking Chair Project - "Douglas" support for new mothers.	\$14,850
2	Multi-Cultural Center Board	Discover My World - Family literacy and storytelling program.	\$29,755
4	Northern Valley Catholic Social Services	Healthy Pathways for Infants - Infant/toddler and maternal mental health.	\$132,700
2	Pit River Health Services	Family Wellness - Anemia and obesity screening, nutrition counseling.	\$45,000
4	Shasta County Public Health Dept./WIC	Healthy Beginnings - Anemia screening, nutrition training.	\$70,000
4	Shasta County Public Health Dept./Children's Policy Council	Children First - Early intervention services.	\$72,595
1	Redding Coop Preschool	Redding Coop Preschool Expansion	\$32,991
1	RSVP	Family Literacy Program	\$24,877
1	Shasta Co. Office of Ed., Early Childhood Services	Centralized Eligibility List (CEL) - Access to child care	\$41,341
4	Shasta County Library	Family Place Library	\$77,392
2	Shasta Head Start	Second Step/Transition Program - Violence reduction, summer preschool.	\$203,535
2	Tri County Community Network	Burney Family Park	\$30,810
2	Women's Refuge	TAG: Teen Family Relationship - Violence intervention w. teen parents and siblings.	\$38,500
4	Women's Refuge	Children, Too! - On-site child advocacy.	\$39,518

For more information:

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